Contract Agreement Between:

CONTRACT

KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

Contract / Revision	Alt Order #
480879 /	06180308

Product
NRCC IE 2012

Contract Dates	Estimate #
10/05/12 - 10/11/12	2602

Advertiser	Original Date / Revision
NRCC	10/04/12 / 10/04/12

And:

National Media Research Planning & Placement
815 Slaters Lane
Alexandria, VA 22314

Billing Cycle	Billing Calendar	Cash/Trade
EOM/EOC	Broadcast	Cash
Station	**Account Executive**	**Sales Office**
KVVU	Teresa Difuria	TELEREP-PHIL

Special Handling

Demographic
Adults 35+

IDB#	Advertiser Code	Product Code
	155	426

Agency Ref	Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
E 12	KVVU	10/05/12	10/05/12	TMZ	730-8p		:30			NM	0	$0.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
	Week:	10/01/12	10/07/12	----1--	1	$575.00						
	Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length		Rate	Type		
	1	KVVU	10/01/12-10/07/12	TMZ	730-8p	------F----	:30		~~$575.00~~	NM		
		See MG 33.2,33.3										
E 13	KVVU	10/05/12	10/05/12	Kitchen Nightmares	Fri 8p-9p		:30			NM	1	$2,500.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
	Week:	10/01/12	10/07/12	----1--	1	$2,500.00						
	Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length		Rate	Type		
	1	KVVU	10/01/12-10/07/12	Kitchen Nightmares	Fri 8p-9p	------F----	:30		~~$2,500.00~~	NM		
		See MG 13.2										
	2	KVVU	10/05/12-10/05/12	X Factor	Fri 8p-9p	------F----	:30		$2,500.00	NM		
	Ⓗ	MG for 13.1 10/05										
E 33	KVVU	10/07/12	10/07/12	Sports Plus Su 1045p	1045p-11p		:30			NM	2	$1,025.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
	Week:	10/01/12	10/07/12	------1	1	$450.00						
	Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length		Rate	Type		
	1	KVVU	10/01/12-10/07/12	Sports Plus Su 1045p	1045p-11p	---------Su	:30		~~$450.00~~	NM		
		See MG 33.2,33.3										
	2	KVVU	10/05/12-10/05/12	Fox 5 News at 6pm	M-F 6-630pm	------F----	:30		$525.00	NM		
	Ⓗ	MG for 12.1,33.1										
	3	KVVU	10/05/12-10/05/12	Fox 5 News at 6pm	M-F 6-630pm	------F----	:30		$500.00	NM		
	Ⓗ	MG for 12.1,33.1										
N 44	KVVU	10/11/12	10/11/12	MORE Access	6-7pm		:30			NM	0	$0.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
	Week:	10/08/12	10/14/12	---2---	2	$235.00						
	Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length		Rate	Type		
	1	KVVU	10/08/12-10/14/12	MORE Access	6-7pm	----Th-----	:30		~~$235.00~~	NM		
		See MG 47.2,47.3										
	2	KVVU	10/08/12-10/14/12	MORE Access	6-7pm	----Th-----	:30		~~$235.00~~	NM		
		See MG 47.2,47.3										
N 45	KVVU	10/11/12	10/11/12	Extra	M-F 7-730p		:30			NM	0	$0.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.

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25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

Contract / Revision	Alt Order #
480879 /	06180308

Contract Dates	Product	Estimate #
10/05/12 - 10/11/12	NRCC IE 2012	**2602**

Advertiser	Original Date / Revision
NRCC	10/04/12 / 10/04/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/08/12	10/14/12	---1---	1	$420.00							
Spot	Ch	Date Range		Description	Start/End Time	Weekdays		Length	Rate	Type		
1	*KVVU*	*10/08/12-10/14/12*		*Extra*	*M-F 7-730p*	----Th-----		*:30*	*~~$420.00~~*	*NM*		
	See MG 47.2,47.3											
N 47	KVVU	10/11/12	10/11/12	TMZ	730-8p			:30		NM	2	$1,465.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/08/12	10/14/12	---1---	1	$575.00							
Spot	Ch	Date Range		Description	Start/End Time	Weekdays		Length	Rate	Type		
1	*KVVU*	*10/08/12-10/14/12*		*TMZ*	*730-8p*	----Th-----		*:30*	*~~$575.00~~*	*NM*		
	See MG 47.2,47.3											
2	KVVU	10/07/12-10/07/12		The Simpsons/Cleveland	7p-8p	---------Su		:30	$1,240.00	NM		
Ⓜ	MG for 44.1,44.2,45.1,47.1											
3	KVVU	10/07/12-10/07/12		Extra Weekend	Su 6-7p	---------Su		:30	$225.00	NM		
Ⓜ	MG for 44.1,44.2,45.1,47.1											
									Totals		131	$89,115.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/11/12	131	$89,115.00	$75,747.75
Totals	131	$89,115.00	$75,747.75

Signature: _____ **Date:** _____

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REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP OCT4/12 18.19
CHANGES *** KVVU-TV ***

REP HEADLINE# 6180308 TRF# 480879
$$$ MOD# 3: UNAPPROVED REV #2 $$$

ADV #_____ ADV. NAME ISS/NRCC-IE REP.#_____ OFF.# 762 SALESMAN #_____

AGY #_____ AGY. NAME NAT'L MEDIA RESEARCH PLANNING PLAC BUYER NAME BEN ANGLE

815 SLATERS LANE SALES PRSN PH- TERESA DIFURIA

ALEXANDRIA, VA 22314

ORDER #_____ CONTRACT # 6180308 CLASS: NATL. LOCAL REGIONAL

PRDCT NRCC IE 2012 EST#2602 COMMENTS: (LINE, ORDER, INVOICE) _____

FLIGHT DATES OCT5/12 OCT11/12 WK-1

CITY TAX_____ STATE TAX_____ CO-OP BILLING NEEDED_____ DATE OCT4/12 18.19

REP: TO ROSE
FR NIKKI
OK'D M6 SEE LINES 84-85
TOTAL SAME
PLS CNF THANKS

STA:

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

LINE#	REP LINE#	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
			AGENCY ADVERTISER CODE = 155			AGENCY EST# = 2602						
			AGENCY PRODUCT CODE = 426									
44		S	600P-700P	30		$235.00	10/11	10/11	0		THU	0
			PROGRAM : MORE ACCESS									
			RA35-64 : 1.1									
			CON COM1: MORE ACCESS									
84		A	700P-800P	30		$1,240.00	10/7	10/7	1		SUN	1
			PROGRAM : SIMPSONS/CLEVELAND									
			RA35-64 : 1.1									
			ORD COM1: SPOTS N/A DUE TO DEBATES. SEE MG OFFER. NOT PRE-BOOKED PLS APPROVE.									
			THIS IS A MAKE-GOOD FOR OCT11 ON LINE-44 FOR 2 SPOTS/WK									
			THIS IS A MAKE-GOOD FOR OCT11 ON LINE-45 FOR 1 SPOT/WK									
			THIS IS A MAKE-GOOD FOR OCT11 ON LINE-47 FOR 1 SPOT/WK									

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
REP HEADLINE# 6180308 TRF# 480879 ORDER WORKSHEET HARRIS REPORT FROM REP OCT4/12 18.19
$$$ MOD# 3: UNAPPROVED REV #2 $$$ **CHANGES** *** KVVU-TV ***

LINE#	REP LINE#	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
85		A	600P-700P	30		$225.00	10/7	10/7	1		SUN	1
	PROGRAM : EXTRA WEEKEND											
	RA35-64 : 1.1											
	ORD COM1: SPOTS N/A DUE TO DEBATES. SEE MG OFFER. NOT PRE-BOOKED PLS APPROVE.											
	PART OF A MAKEGOOD MADE UP OF LINES 84-85											
45		S	700P-730P	30		$420.00	10/11	10/11	0		THU	0
	PROGRAM : EXTRA											
	RA35-64 : 1.6											
	CON COM1: EXTRA											
47		S	730P-800P	30		$575.00	10/11	10/11	0		THU	0
	PROGRAM : TMZ											
	RA35-64 : 2.1											
	CON COM1: TMZ											

STATION MAKEGOOD OFFERS:

M6 OK'D	BUY#44	MISSED:	THU/600P-700P	OCT11(2/WK)	30S	$235.00	(OCT4/12)
	BUY#45		THU/700P-730P	OCT11	30S	$420.00	
	BUY#47		THU/730P-800P	OCT11	30S	$575.00	
		OFFER:	SUN/700P-800P	OCT7	30S	$1,240.00	PLS ADVISE.
		&	SUN/600P-700P	OCT7	30S	$225.00	
		CMT:	SPOTS N/A DUE TO DEBATES. SEE MG OFFER. NOT PRE-BOOKED PLS APPROVE.				

OCT/12 89115.00

CONTRACT TOTAL 89115.00
TOTAL SPOTS 131

MARKET TOTALS $405,068 KVVU 22% KSNV 37% KLAS 22% KTNV 15% KVMY 3% KVCW 1% CABL 0%
KTUD 0%

SVC- NSI
DEMOS- RA35-64*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME

P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE